

**WHAT IS CLAIMED IS:**

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1. A method of advertising during a fuel dispensing operation, comprising the steps of:  
 providing one or more fuel dispensing locations having one or more fuel dispenser systems for dispensing fuel to a customer;  
 5 transmitting from a central location to the one or more fuel dispensing locations, customer profile information of the customer; and using the customer profile information to generate programming information for presentation to the customer during the fuel dispensing operation.

2. The method of Claim 1, wherein the step of transmitting is performed using a wireless communication system.

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3. The method of Claim 1, wherein the one or more fuel dispenser systems have audio and video presentation capabilities.

4. The method of Claim 1, further comprising the step of transmitting a unique ID to the central location from the fuel dispensing locations, the unique ID associated with the customer and used to perform a matching operation on a central location database to obtain the customer profile information of the customer.

5. The method of Claim 1, wherein the customer profile information is converted into a profile word, which profile word is transmitted to a select one of the one or more fuel dispensing locations from which the customer is dispensing fuel.

6. The method of Claim 5, wherein the profile word is decoded and merged with update and advertising information to generate the programming information.

7. The method of Claim 1, wherein the customer profile information is converted into a profile word, which profile word is transmitted to a select one of the one or more fuel dispenser systems from which the customer is dispensing fuel.

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8. The method of Claim 7, wherein the select one of the one or more fuel dispenser systems from which the customer is dispensing fuel uses the profile word to generate the programming information for presentation to the customer during the fueling operation.

5 9. The method of Claim 1, wherein the programming information comprises update information and advertising information, the update information comprising news, weather, sports, travel, and road condition information, and the advertising information containing product promotions which are related to a select one of the one or more fuel dispensing locations.

10. The method of Claim 1, wherein the programming information is generated at the central location and transmitted to a select one of the one or more fuel dispensing locations for presentation to the customer.

11. The method of Claim 1, wherein the programming information is structured according to priorities stipulated by the customer during registration of the customer into a loyalty program.

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12. The method of Claim 1, wherein the customer makes modifications to the programming information during the fuel dispensing operation, and the modifications are transmitted to the central location to update the customer profile information.

13. The method of Claim 1, wherein the customer profile information is updated according to a type of purchase, and one or more methods of making payment for the purchase made by the customer at a point-of-sale system affiliated with the one or more fuel dispensing locations.

14. The method of Claim 1, wherein the step of transmitting transmits the customer profile information to a local office system at the one or more fuel dispensing locations for generation of the programming information, the local office system transmitting the programming information to a select one of the one or more fuel dispensing systems in use by the customer for presentation to the customer during the fuel dispensing operation.

15. The method of Claim 1, wherein each of the one or more fuel dispenser systems is uniquely addressable using a wireless communication system such that the customer profile information is downloaded from the central location to a select one of the one or more fuel dispenser systems from which the customer is dispensing fuel, and modified customer profile information is uploaded from the select one of the one or more fuel dispenser systems to the central location.

16. A system of advertising during a fuel dispensing operation, comprising:

one or more fuel dispensing locations having one or more fuel dispenser systems for dispensing fuel to a customer;

5 a central location for transmitting from said one or more fuel dispensing locations, customer profile information of said customer; and, a display system for using said customer profile information to generate programming information for presentation to said customer during the fuel dispensing operation.

17. The system of Claim 16, wherein a wireless communication system is used to communicate between said central location and said one or more fuel dispensing locations.

18. The system of Claim 16, wherein said one or more fuel dispenser systems have audio and video presentation capabilities.

19. The system of Claim 16, wherein a unique ID is transmitted to said central location from said fuel dispensing location, said unique ID associated with said customer and used to perform a matching operation on a central location database to obtain said customer profile information of said customer.

20. The system of Claim 16, wherein said customer profile information is converted into a profile word, which said profile word is transmitted to a select one of said one or more fuel dispensing locations from which said customer is dispensing fuel.

21. The system of Claim 20, wherein said profile word is decoded and merged with update and advertising information to generate said programming information.

22. The system of Claim 16, wherein said customer profile information is converted into a profile word, which said profile word is transmitted to a select one of said one or more fuel dispenser systems from which said customer is dispensing fuel.

23. The system of Claim 22, wherein said select one of said one or more fuel dispenser systems from which said customer is dispensing fuel uses said profile word to generate said programming information to said customer during said fueling operation.

24. The system of Claim 16, wherein said programming information comprises update information and advertising information, said update information comprising news, weather, sports, travel, and road condition information, and said advertising information containing product promotions which are related to a select one of said one or more fuel dispensing locations.

25. The system of Claim 16, wherein said programming information is generated at said central location and transmitted to a select one of said one or more fuel dispensing locations for presentation to said customer.

26. The system of Claim 16, wherein said programming information is structured according to priority stipulated by said customer during registration of said customer into a loyalty program.

27. The system of Claim 16, wherein said customer makes modifications to said programming information during the fuel dispensing operation, and said modifications are transmitted to said central location to update said customer profile information.

28. The system of Claim 16, wherein said customer profile information is updated according to a type of purchase, and one or more methods of making payment for said purchase made by said customer at a point-of-sale system affiliated with said one or more fuel dispensing locations.

29. The system of Claim 16, wherein said customer profile information is transmitted to a local office system at said one or more fuel dispensing locations for generation of said programming information, said local office system transmitting said programming information to a select one of said one or more fuel dispensing systems in use by said customer for presentation to said customer during the fuel dispensing operation.

30. The system of Claim 16, wherein each of said one or more fuel dispenser systems is uniquely addressable using a wireless communication system such that said customer profile information is downloaded from said central location to a select one of said one or more fuel dispenser systems from which said customer is dispensing fuel, and modified customer profile information is uploaded to said central location from said select one of said one or more fuel dispenser systems.